



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 12/02 thru 12/08.

(prices in dollars per carton)

Fri. Dec 02, 2005

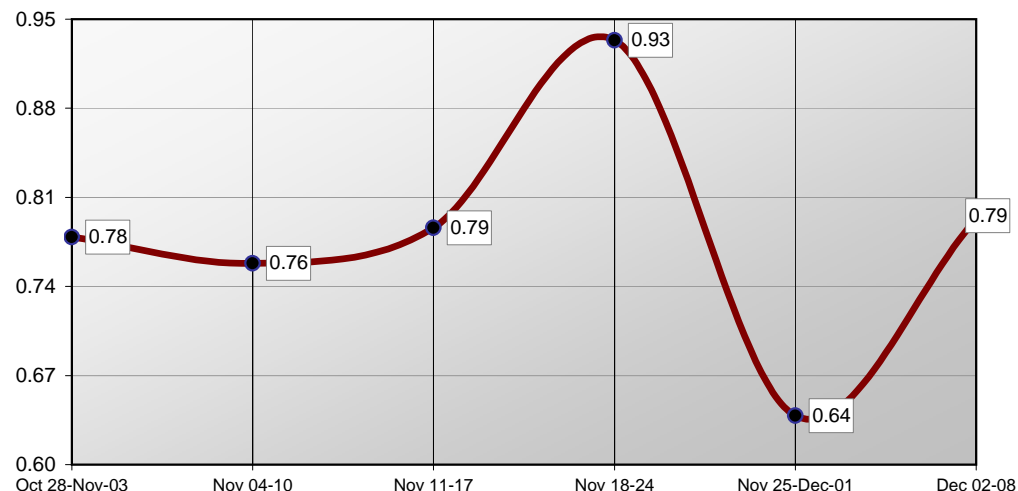
NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		31.9% of 16,700 stores				12.3% of 16,700 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA				950 0.84				130 0.72 10 1.48	
	White 12 pack									
	White 18 pack									
	Brown 12 pack									
	USDA GRADE A	220 0.84			1,510 0.82 670 0.99 200 0.99		640 0.54 270 1.24			
	White 12 pack									
White 18 pack										
Brown 12 pack										
SPECIALTY	USDA ORGANIC				210 2.94		430 3.33			
	White 12 pack									
	Brown 12 pack									
	OMEGA-3	560 1.99			170 2.24 560 1.99		110 1.99 380 2.76			
	White 12 pack									
	Brown 12 pack									
CAGE-FREE				930 2.08		410 2.74				
White 12 pack										
Brown 12 pack										
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,550		1,050		Large Eggs on Nov-28-2005		
Specialty Shell Eggs				2,430		1,330				
Total (including Medium)				6,300		2,420		379.6		
Special Rate 4/:				6.9%		2.0%		up 4%		

5/: Inventory in thousands of 30-dozen cases.

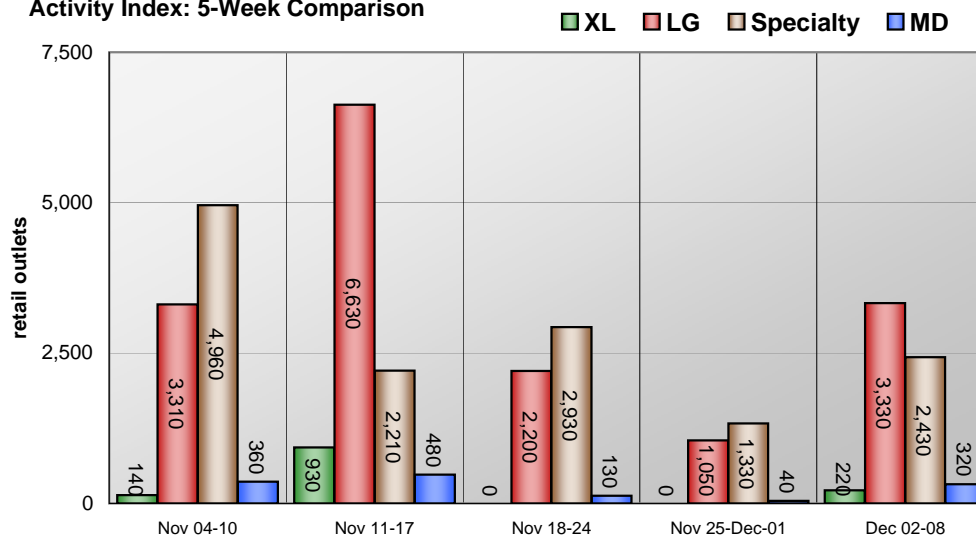
Shell Egg Featuring - 12/02 thru 12/08

Shell egg featuring returned to more normal patterns following the holiday-disruption with activity and price levels much higher over last week. Feature activity for regular Large white eggs is centered on dozen packs at sharply higher ad prices. Specialty egg features are spread across all categories at generally lower prices although activity is doubled from last week. The Northeast and Northwest regions are most actively featuring shell eggs this week.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		55.1% of 3,800 sampled outlets						18.2% of 5,000 sampled outlets						17.7% of 2,400 sampled outlets					
2/ Activity Index		Activity Index = 3,290 (includes Medium)						Activity Index = 1,190 (includes Medium)						Activity Index = 510 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.95	10	0.95										0.58 - 0.69	20	0.66
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.49 - 1.00	770	0.85	0.77 - 1.00	100	0.87	0.69 - 0.89	430	0.86	0.77	100	0.77	0.69 - 0.77	220	0.73
	White 18 pack				0.99	420	0.99				0.99	130	0.99				0.99 - 1.00	120	1.00
	Brown 12 pack				0.99	200	0.99												
MEDIUM		White 12 pack			0.69	30	0.69	White 12 pack			0.69 - 0.72	180	0.70	White 12 pack			0.48	10	0.48
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	50	2.99				2.99	140	2.99				2.49	20	2.49
	OMEGA-3																		
	White 12 pack				1.99 - 2.69	170	2.24												
	Brown 12 pack	1.99	490	1.99	1.99	490	1.99	1.99	70	1.99	1.99	70	1.99						
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.89 - 2.50	660	2.10				1.99	70	1.99				2.49	20	2.49
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		41.7% of 2,600 sampled outlets						22.4% of 2,000 sampled outlets						41.2% of 900 sampled outlets					
2/ Activity Index		Activity Index = 810 (includes Medium)						Activity Index = 130 (includes Medium)						Activity Index = 370 (includes Medium)					
USDA GRADE AA	White 12 pack				0.59 - 1.00	590	0.88				0.68 - 1.00	50	0.79				0.68 - 1.29	280	0.76
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.48	100	0.48	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.69 - 0.79	90	0.71												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.99	10	1.99				1.99	80	1.99				1.99	90	1.99

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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